



City Council Staff Report

Subject: Arts Commission Visioning Document

Date: June 10, 2025

Submitted By: Haley Reid, Management Analyst
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Department: City Manager's Office

Recommendation:

Adopt a Resolution of the City Council of the City of Rocklin Approving and Adopting the Arts Commission Visioning Document.

Background:

In 2023, the Arts Commission (Commission) was established under Section 2.43 of the Rocklin Municipal Code, with the following purpose and duties:

- Review, recommend updates, and implement elements of the Public Arts Master Plan adopted by the City Council.
- Advise the City Council on all matters related to arts and culture within the City.
- Encourage programs in the arts to promote the cultural enrichment of the community.
- Establish an effective liaison between the City, County, and local cultural and artistic groups.

Since its inaugural meeting in June of 2023, the Arts Commission has met on a monthly basis, engaging in extensive community outreach and data collection efforts, including meetings with local arts organizations such as the Arts Council of Placer County, Rocklin Fine Arts, and the Rocklin Parks and Recreation Department, as well as public workshops, surveys, and presentations. The Commission also reviewed the 2016 Public Art Master Plan (Attachment 3). While the Master Plan contains many valuable ideas and recommendations, it lacks actionable steps for implementation, limiting its impact on the local arts community.

The result of the efforts of the Arts Commission over the past two years is a Visioning Document (Attachment 2), that is presented for City Council approval. The Visioning Document contains clearly articulated Vision and Mission statements that are supported by core Values that include promoting the local creative economy, encouraging partnerships, employing data-driven decision-making, and promoting artistic diversity and integrity. The Visioning Document establishes five strategic goals aligned with the City Council's strategic pillars, providing clear objectives and actionable steps to guide the growth of arts and culture

in Rocklin. Each goal includes measurable success metrics to track progress, ensuring accountability and continuous improvement. The goals are as follows:

- Increase opportunities for all to experience arts and culture, with a focus on children and youth (e.g., establishing a K-12 revolving student art show in City Hall in partnership with Rocklin Unified School District).
- Promote arts experiences year-round by partnering with area arts organizations and maintaining an updated calendar of events on the City's website.
- Expand public art throughout the city by identifying potential locations and assessing existing programs to strategically enhance Rocklin's cultural landscape.
- Support Rocklin's thriving creative economy through collaborations such as curating performance artists for the City Civic Celebration and hosting a booth at the Rocklin Maker Fair.
- Strengthen the role of the Arts Commission as an advisor to City Council by formalizing reporting processes, including an annual Arts & Culture report.

The Visioning Document will supersede of the 2016 Public Arts Master Plan, replacing it with a vibrant, community-informed, and actionable framework designed to effectively support and grow Rocklin's arts and cultural community, enhance quality of life, and contribute to economic vitality. It serves as a focused guide for the Commission's annual efforts, ensuring that goals remain practical, aligned with available resources, and effectively managed within the context of the city's arts and cultural landscape.

At its regular meeting on March 24, 2025, the City of Rocklin Arts Commission voted 4-1 to recommend the City Council approve the Visioning Document as a replacement for the 2016 Arts Master Plan. Staff recommends the City Council Approve and Adopt the Arts Commission Visioning Document.

Fiscal Impact:

There is no direct fiscal impact to the staff recommendation. Adoption of the Visioning Document will inform future budget planning and resource allocation for arts initiatives that may come before the City Council for consideration in the future.

ATTACHMENTS:

1. [Resolution](#)
2. [Arts Commission Visioning Document](#)
3. [2016 Public Art Master Plan](#)